



Put accurate data in the lead.

Data is a huge challenge for the modern marketer, data-driven analytics and applications require accurate inputs in order to achieve top results, but prospects are less willing than ever to submit information. InsideView Enrich helps to solve this problem by automatically enriching new leads with complete and accurate information provided by the InsideView Market Intelligence Platform.



### **BENEFITS OF INSIDEVIEW ENRICH**

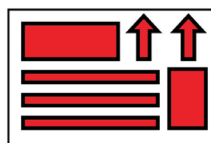
#### **Native integration with Marketo and CRM**

- Works with Marketo and leading CRM systems out of the box
- Deployable in minutes for incredibly fast time to value



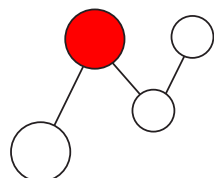
#### **Complete data for all new leads**

- Enrich new leads from any source with over 40 standard fields of company, contact, and demographic information
- Integration with Marketo and leading CRM systems allows leads to be automatically enriched in real-time



#### **Increase web form conversions**

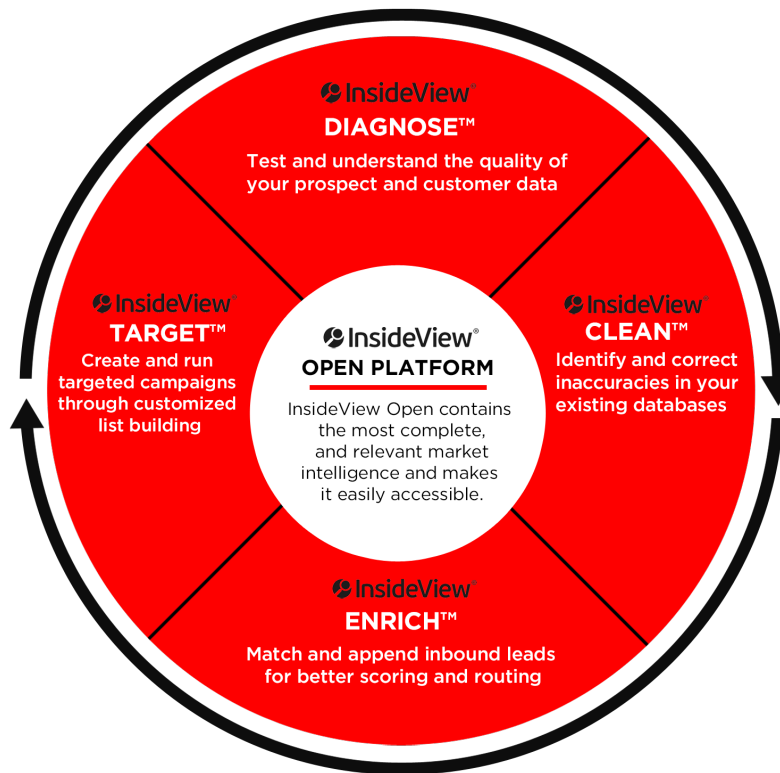
- Reduce the number of fields on your forms to increase conversion
- Information from the form is automatically matched and enriched to deliver a complete lead record to CRM and marketing automation



#### **Improve lead scoring and routing**

- Real-time enrichment allows for fast routing to the appropriate team for rapid engagement
- Accurate data enhances lead scoring so you can focus on the opportunities that have the greatest likelihood of success

INSIDEVIEW FOR MARKETING™



id	Updated	Last	First	Job Title	Company	Email	Phone	Industry	Source
1339189	Apr 9, 2015...	taylor	Lionel	Chief Opera...	China Expor...		44 20 7259...	Trade Facilit...	InsideView
1339190	Apr 9, 2015...	alomar	Karl	Chief Execu...	China Expor...		44 20 7259...	Trade Facilit...	InsideView
1339195	Apr 9, 2015...	chan	Vivian	Clinical Lab...	CareDx, Inc	vchan@xdx...	+1 415 287...	Biotechnolo...	InsideView
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